



UNIVERSITÉ DE FRIBOURG
UNIVERSITÄT FREIBURG

Lehrstuhl für Unternehmensführung
Chaire de Direction d'Entreprise
Chair of Management
Prof. Dr. R. Grünig
www.unifr.ch/management

Case studies in international strategy

Detailed information about the seminar

Content

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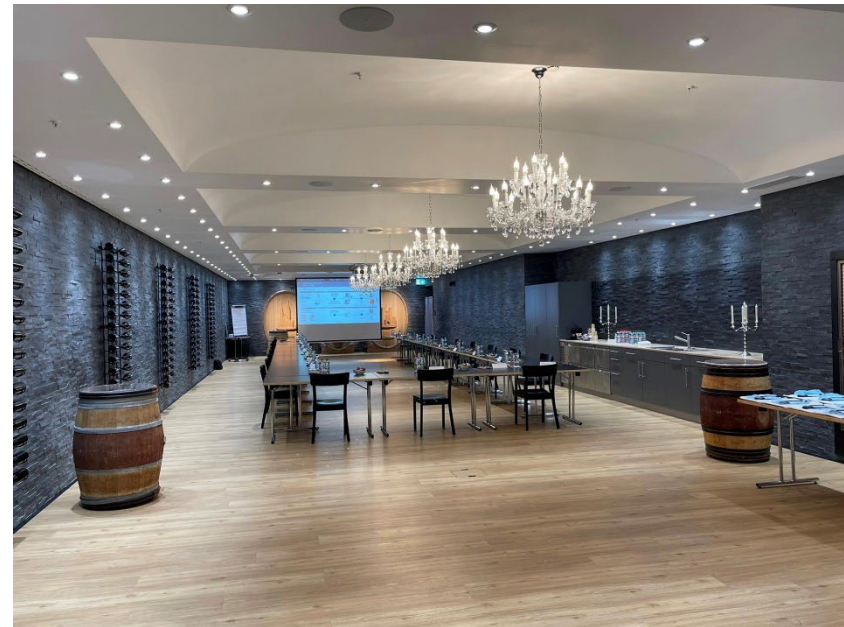
Benefits for the students

- Gaining a very practical experience and working on a real case
- Analyzing international markets and proposing a concrete market entry or growth strategy to executives of the collaborating company
- Close collaboration with other students
- Former partners:



Expectations on the students

- The number of participants is limited to 12.
→ A selection of motivated students has to be made.
- Participants are expected to give a high priority to the seminar.
→ Attendance at all sessions and availability for meeting the other students of the group between the sessions are compulsory.



Application and selection

- When registering online, an application has to be sent to us simultaneously by email. The application should contain:
 - Contact details,
 - Nationality,
 - Language skills,
 - Bachelor overall average grade,
 - Master average grade of the already achieved ECTS,
 - Number of Master semesters.

- Selection criteria:
 - Performance of the student
 - Advancement in the study
 - Selection of the module “Strategic Management”

Program of the seminar

1. Selection period for the 12 students	1 week
2. Introduction : Presentation of the objectives and the program. Possibility to ask questions if anything is unclear.	1 hour
3. Lecture day : Lectures about internationalization, strategic planning and developing a growth strategy for a region. Presentation of a growth strategy developed in a previous seminar as example	1 day
4. Briefing by executives of the partner company: The briefing takes place outside of the university premises.	1 day
5. Group work of 4 students to carry out an analysis and to develop a concrete growth strategy for the partner company. Professor Grünig has three coaching meetings with each group during this period.	around 2 months
6. Presentation of the proposed growth strategy in front of executives of the partner firm. The presentations take place outside of the university premises.	1 day

Testimonies from students at previous seminars

- “The seminar is interesting. There is really a lot of work to do to develop a growth strategy, but the results are worth it.”
- “I am happy to have participated in the seminar. I had the opportunity to realize an internship afterwards in the partner firm.”
- “The course is a good preparation for the professional life. It helps students to think critically and to look for all the information needed on their own.”

